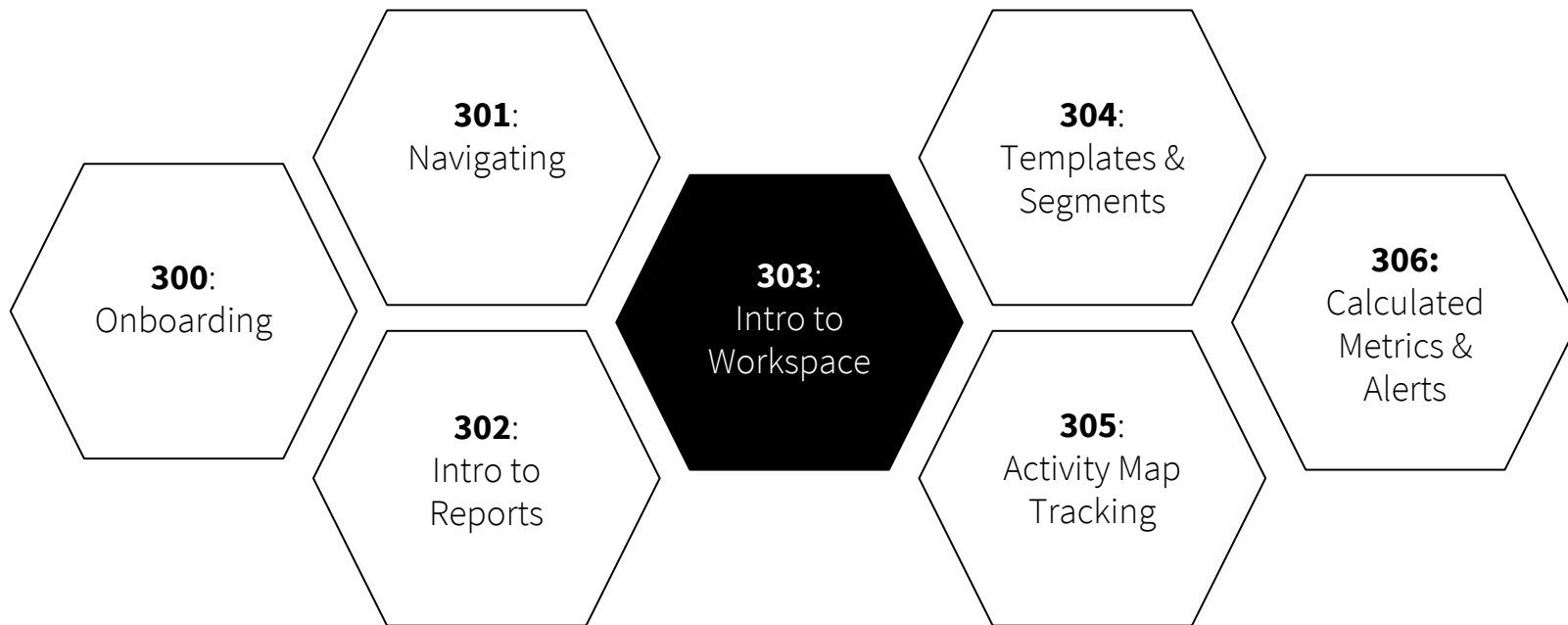


303 - Intro to Workspace

Adobe Analytics - Basic Training



Adobe Analytics: Basic Training



1. **What** is Workspace?
2. How to **navigate** to Workspace
3. How to **create a new project**
4. How to **break down data** in Workspace
5. How to **share a project** in Workspace



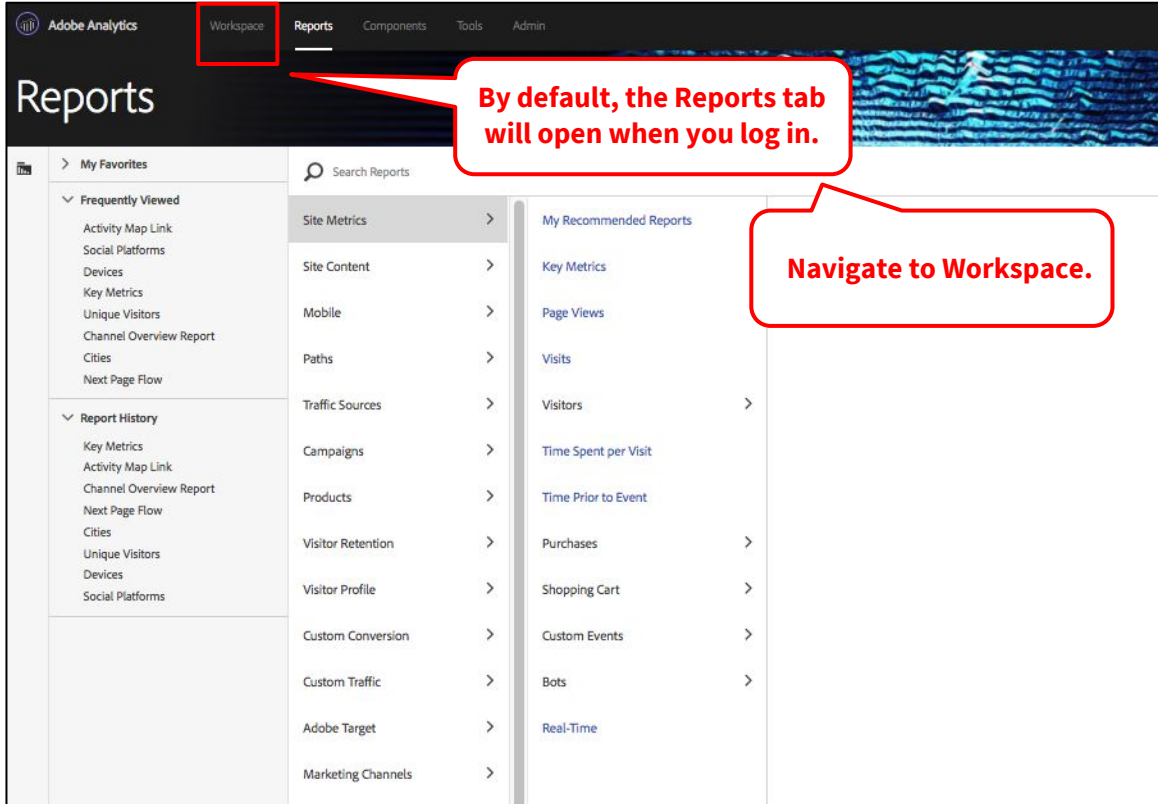
1. What is Workspace?

Workspace is a **freeform** environment that allows you to **build custom analysis** projects. You can direct research across your data to **answer specific questions** and **put together narratives** about your audience's interactions on a website or app. You can also leverage **Cru's templates** for quick and easy reporting.

2. How to **navigate** to Workspace



2. How to **navigate** to Workspace



The screenshot shows the Adobe Analytics Reports interface. The top navigation bar includes 'Workspace', 'Reports', 'Components', 'Tools', and 'Admin'. The 'Workspace' tab is highlighted with a red box. A red callout bubble points to the 'Reports' tab with the text: 'By default, the Reports tab will open when you log in.' The left sidebar contains 'My Favorites' and 'Report History' sections. The main content area displays a list of reports under 'Site Metrics' and 'My Recommended Reports'. A red callout bubble points to the 'Workspace' tab with the text: 'Navigate to Workspace.'

Adobe Analytics

Workspace Reports Components Tools Admin

Reports

> My Favorites

- Frequency Viewed
 - Activity Map Link
 - Social Platforms
 - Devices
 - Key Metrics
 - Unique Visitors
 - Channel Overview Report
 - Cities
 - Next Page Flow
- Report History
 - Key Metrics
 - Activity Map Link
 - Channel Overview Report
 - Next Page Flow
 - Cities
 - Unique Visitors
 - Devices
 - Social Platforms

Search Reports

Site Metrics >

Site Content >

Mobile >

Paths >

Traffic Sources >

Campaigns >

Products >

Visitor Retention >

Visitor Profile >

Custom Conversion >

Custom Traffic >

Adobe Target >

Marketing Channels >

My Recommended Reports

- Key Metrics
- Page Views
- Visits
- Visitors >
- Time Spent per Visit
- Time Prior to Event
- Purchases >
- Shopping Cart >
- Custom Events >
- Bots >
- Real-Time




2. How to **navigate** to Workspace

Welcome to Workspace!

Create New Project

[Manage Projects](#) | [Set as Landing Page](#) | [View Tutorials](#)

Name 	Created By	Tags	Last Modified ↑
Unique Visitor Breakdown by Page - E.Europe	Lauren To	Regions	June 5 2018 3:38 PM
Browser Report	Lauren To		June 5 2018 3:38 PM
Site Analysis (Global)		Conference	June 5 2018 3:37 PM
Global Impact	Brenton Colton		June 5 2018 8:46 AM

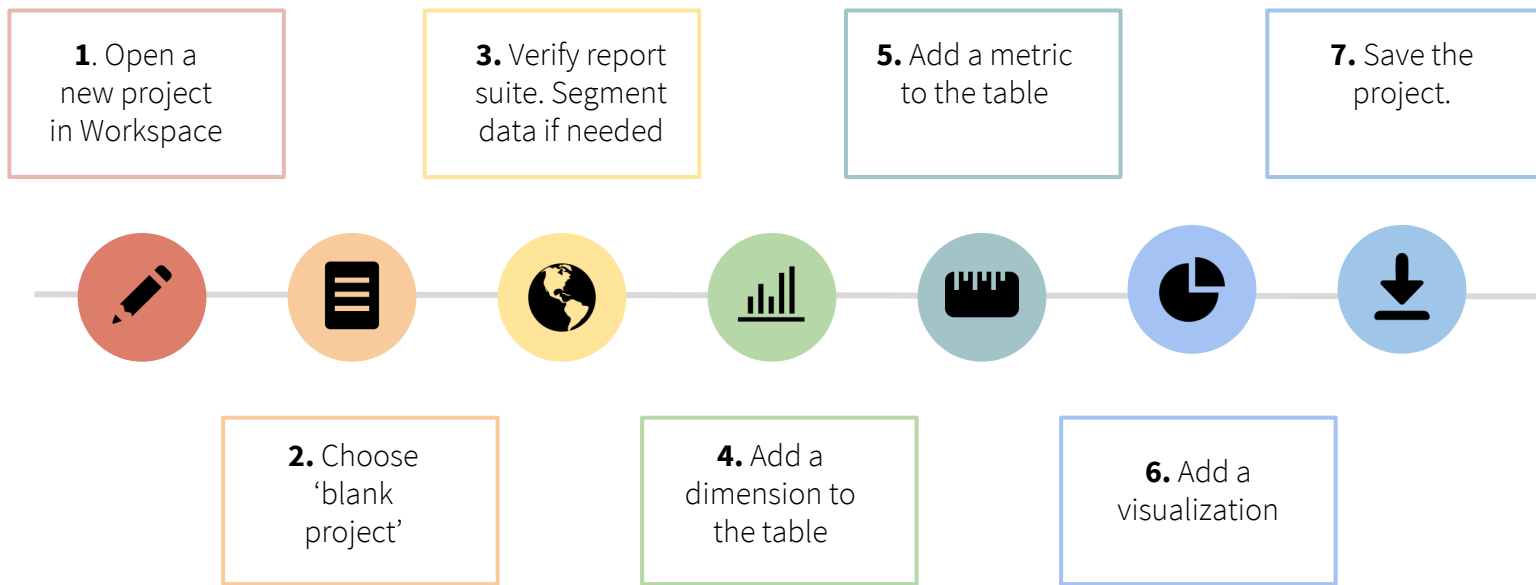
In Workspace, you will see a list of projects that **you've created**, and any projects that **have been shared with you**.



3. How to **create a new project**



How to **create a new project**




1. Open a new project in Workspace

Create New Project

Click to create a new project in Workspace.

[Manage Projects](#) | [Set as Landing Page](#) | [View Tutorials](#)

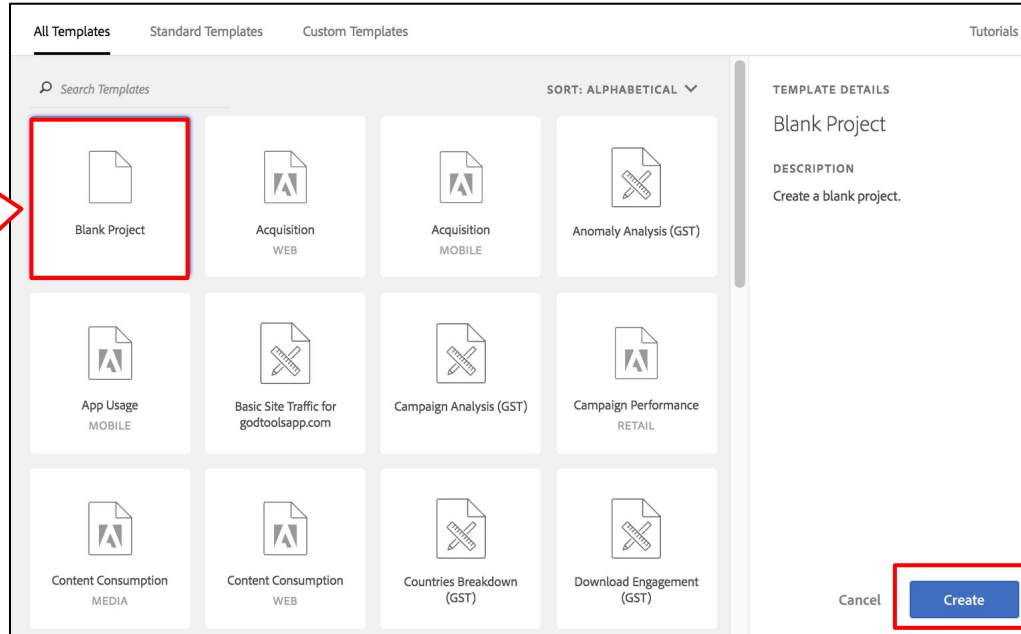
Name 	Created By	Tags	Last Modified ↑
Unique Visitor Breakdown by Page - E.Europe	Lauren To	Regions	June 5 2018 3:38 PM
Browser Report	Lauren To		June 5 2018 3:38 PM
Site Analysis (Global)		Conference	June 5 2018 3:37 PM
Global Impact	Brenton Colton		June 5 2018 8:46 AM



2. Choose blank project

Select 'Blank Project' to get started.

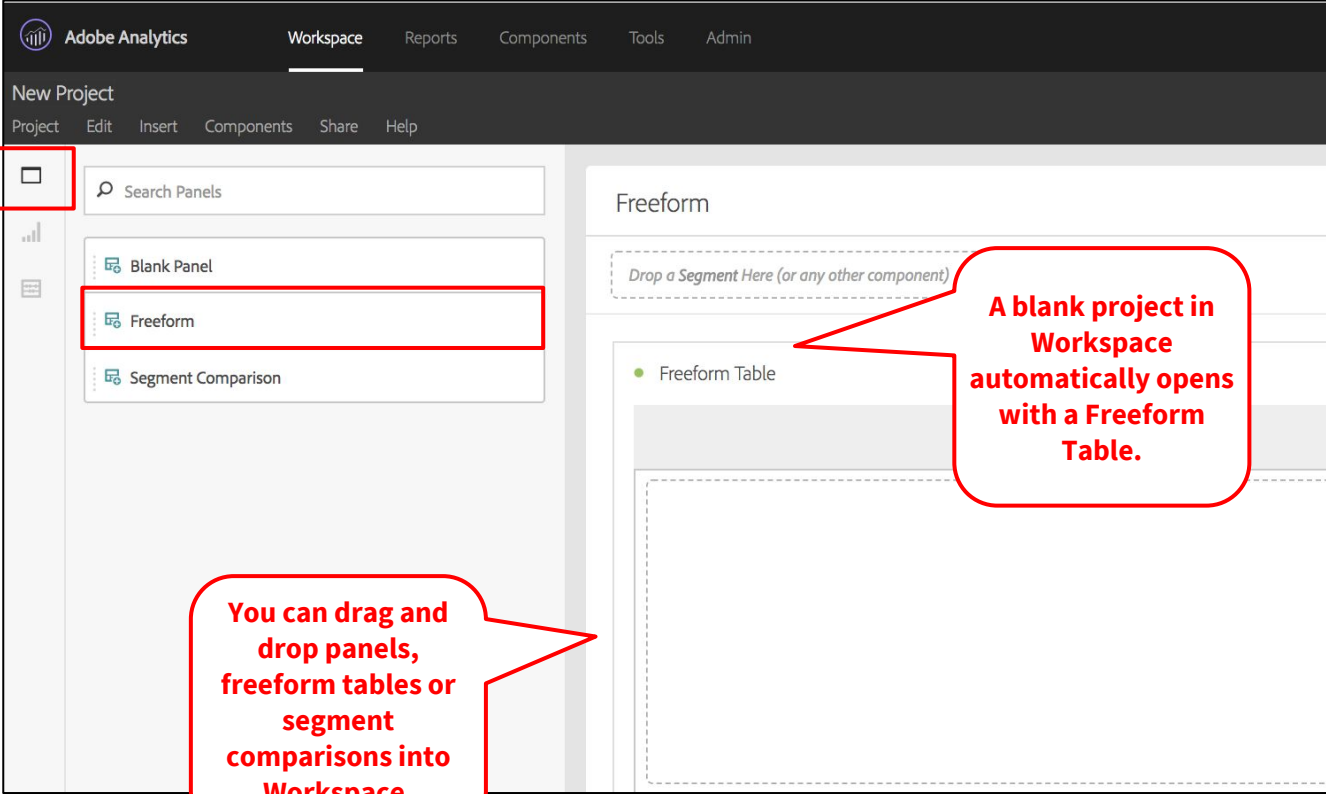
(We'll cover how to use Templates in AA training 304).



Click Create.



2. Choose blank project - navigating



The screenshot displays the Adobe Analytics Workspace interface. At the top, the navigation bar includes 'Adobe Analytics', 'Workspace', 'Reports', 'Components', 'Tools', and 'Admin'. Below this, a 'New Project' header is visible with sub-tabs for 'Project', 'Edit', 'Insert', 'Components', 'Share', and 'Help'. On the left side, there is a 'Search Panels' input field and a list of available panels: 'Blank Panel', 'Freeform', and 'Segment Comparison'. The 'Freeform' panel is highlighted with a red box. In the main workspace area, a 'Freeform' section is shown with a dashed box containing the text 'Drop a Segment Here (or any other component)'. Below this, a 'Freeform Table' is visible. Three red callout boxes provide additional information: one points to the 'Blank Panel' icon, another points to the 'Freeform' panel in the list, and a third points to the 'Freeform Table' in the workspace.

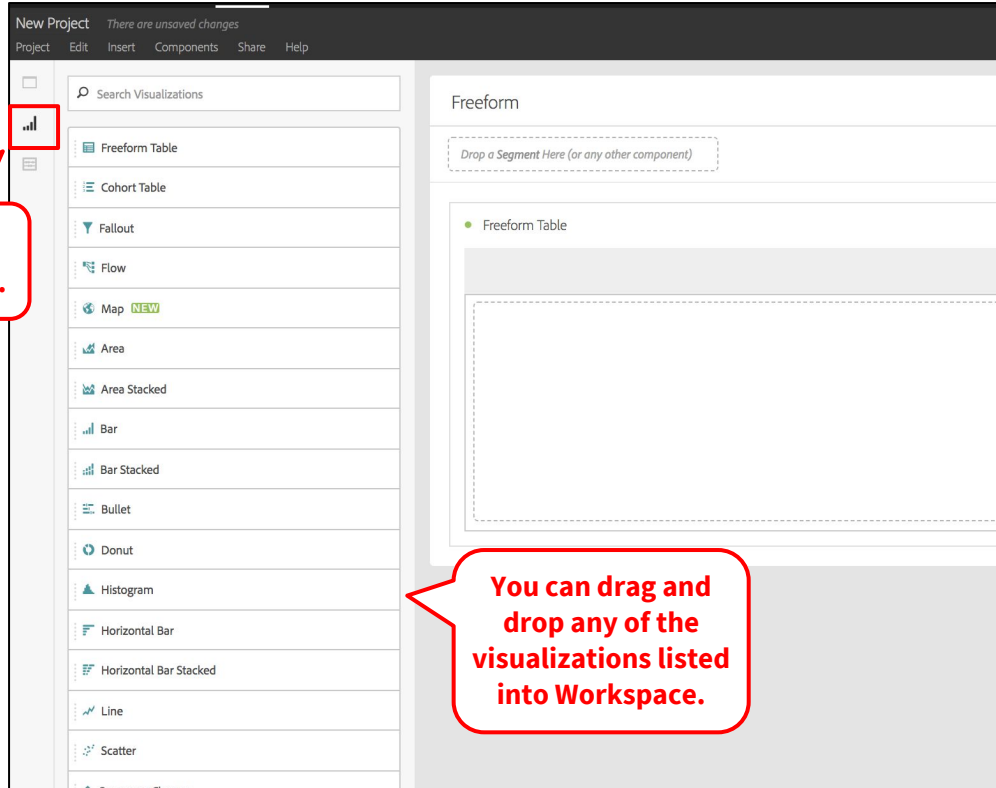
This is the panels icon.

A blank project in Workspace automatically opens with a Freeform Table.

You can drag and drop panels, freeform tables or segment comparisons into Workspace.



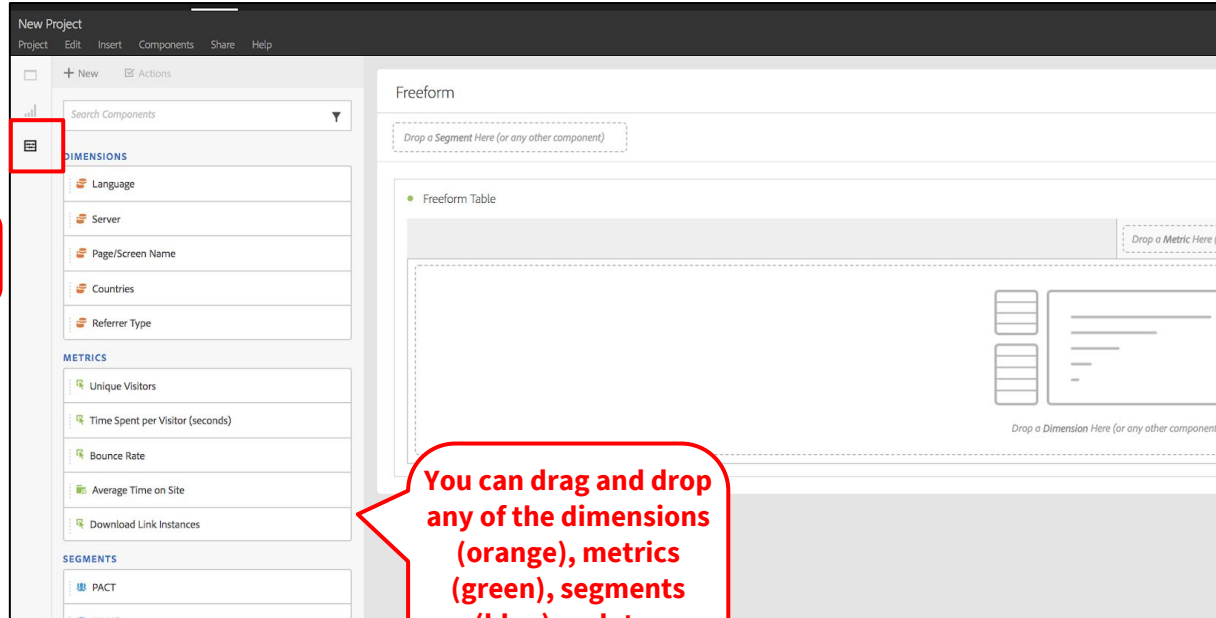
2. Choose blank project - navigating



You can drag and drop any of the visualizations listed into Workspace.



2. Choose blank project - navigating

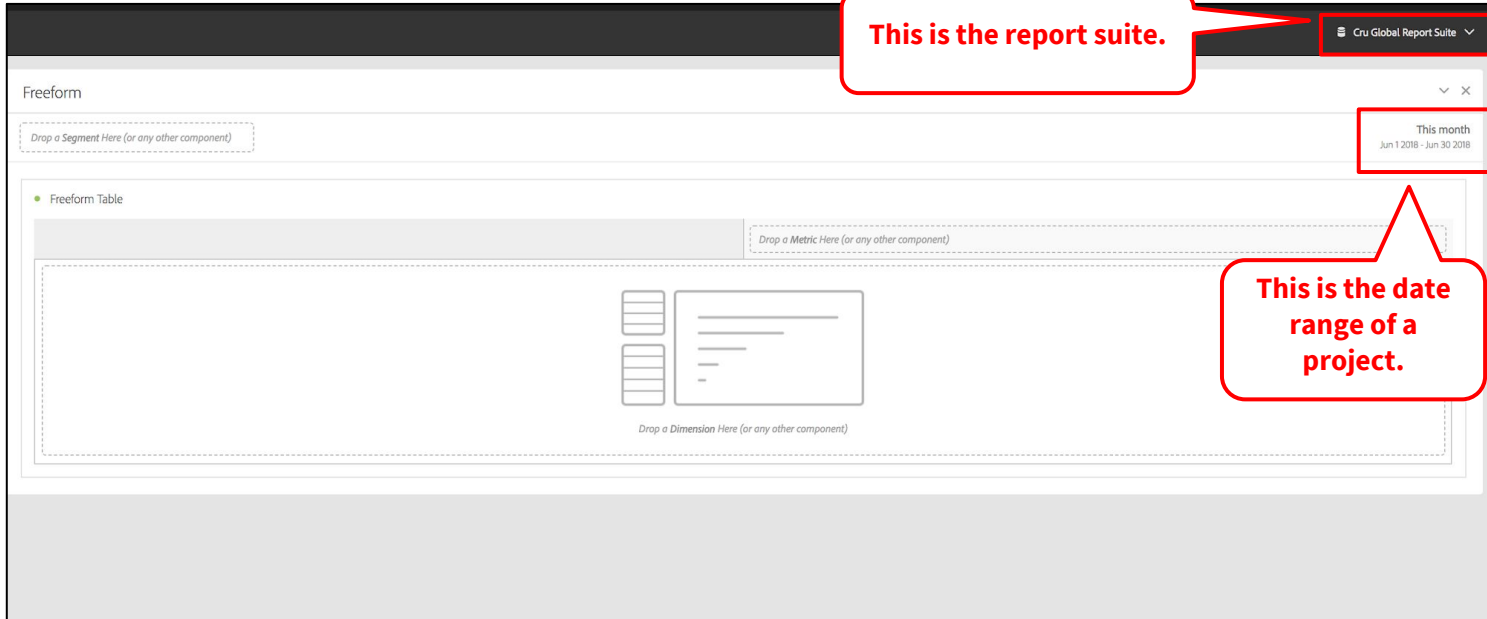


This is the Components icon.

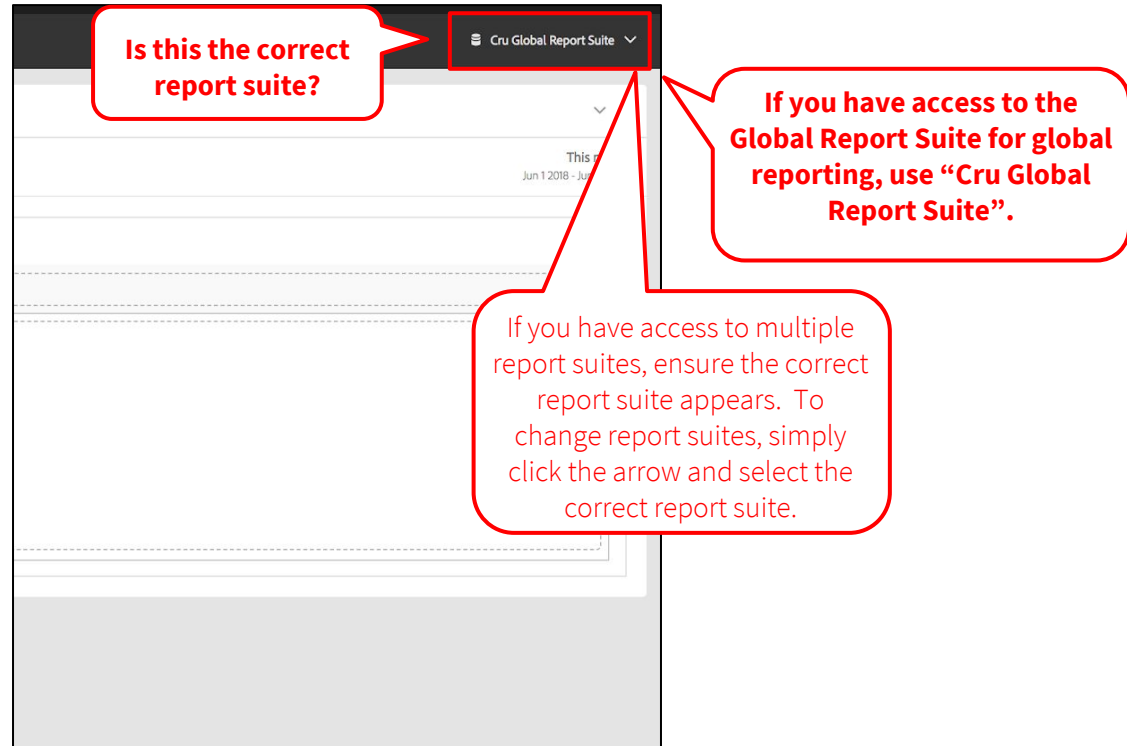
You can drag and drop any of the dimensions (orange), metrics (green), segments (blue) or dates (purple) listed into a table in Workspace.



2. Choose blank project - navigating



3. Verify report suite & segment data if needed

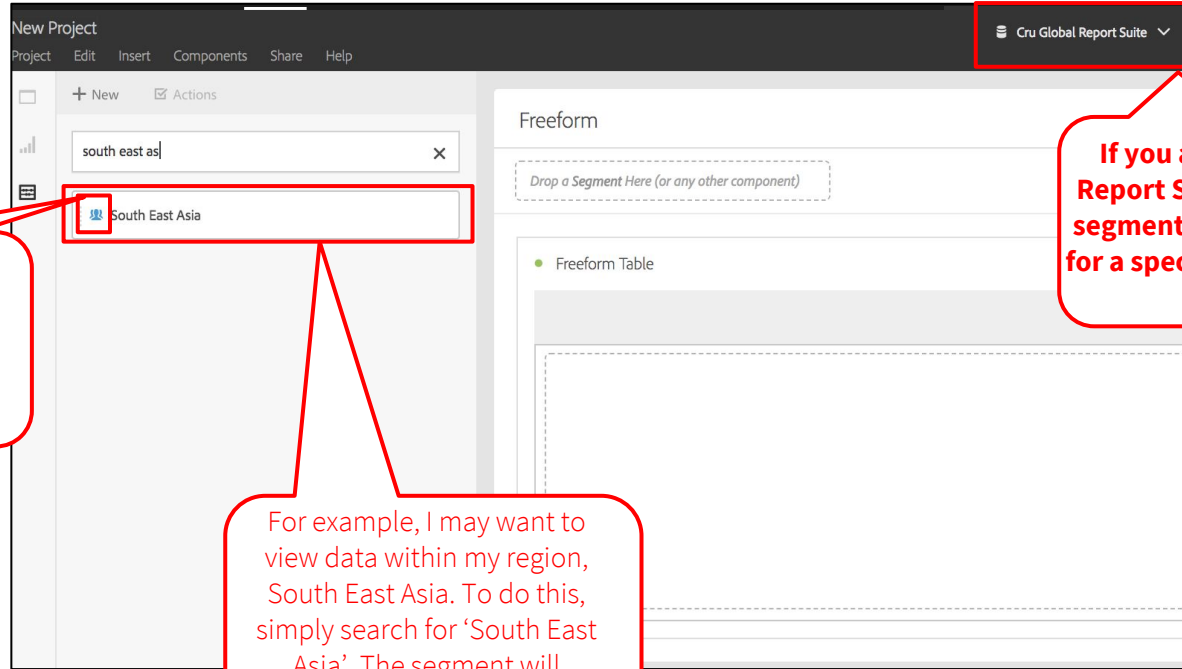


The screenshot shows a web interface with a dropdown menu labeled "Cru Global Report Suite". Three red callout boxes are overlaid on the image:

- Is this the correct report suite?** (points to the dropdown menu)
- If you have access to the Global Report Suite for global reporting, use "Cru Global Report Suite".** (points to the dropdown menu)
- If you have access to multiple report suites, ensure the correct report suite appears. To change report suites, simply click the arrow and select the correct report suite.** (points to the dropdown menu)



3. Verify report suite & segment data if needed



Segments are custom subsets of data. They are indicated by the blue people icon under Components.

For example, I may want to view data within my region, South East Asia. To do this, simply search for 'South East Asia'. The segment will appear.

If you are using the Global Report Suite, you will need to segment data in order to filter for a specific website, region or language.



3. Verify report suite & segment data if needed

The screenshot shows the 'New Project' interface in the Cru Global Report Suite. On the left, a sidebar contains a search bar with 'south east as' and a dropdown menu showing 'South East Asia'. The main area is titled 'Freeform' and contains a dashed box with the text 'Drop a Segment Here (or any other component)'. Below this, a 'Freeform Table' is visible. A red callout box points to the dashed box with the text: 'Drag and drop the segment here to view traffic in South East Asia only.'



3. Verify report suite & segment data if needed

New Project *There are unsaved changes*

Project Edit Insert Components Share Help

+ New Actions

south east as

South East Asia

Freeform

South East Asia Add Segment

Freeform

Now data will be filtered by traffic specifically in South East Asia.

Segments will be covered in further detail in AA training 304.



4. Add a dimension to the table

New Project

Project Edit Insert Components Share Help

+ New Actions

Search Components

DIMENSIONS

- Language
- Server
- Page/Screen Name
- Countries**
- Referrer Type

METRICS

- Unique Visitors
- Time Spent per Visitor (seconds)
- Bounce Rate
- Average Time on Site
- Download Link Instances

SEGMENTS

- PACT

Freeform

Drop a Metric Here (or any other component)

Drop a Dimension Here (or any other component)

This month
Jun 1 2018 - Jun 30 2018

Select a dimension.

For an example, let's select the dimension 'Countries'.



4. Add a dimension to the table

Freeform

Drag a Segment Here (or any other component)

Freeform Table

Countries

Page: 1 / 5 > Rows: 50 1-50 of 219

Occurrences

Jun 1 Jun 30 1,291,628

1. United States	645,413	50.0%
2. Nigeria	162,176	12.6%
3. Canada	22,489	1.7%
4. China	21,805	1.7%
5. India	21,358	1.7%
6. Kenya	18,479	1.4%
7. Pakistan	17,849	1.4%
8. United Kingdom	17,415	1.3%
9. Philippines	17,358	1.3%
10. Ethiopia	16,116	1.2%

Left sidebar:

Search Components

DIMENSIONS

- Language
- Server
- Page/Screen Name
- Countries
- Referrer Type

METRICS

- Unique Visitors
- Time Spent per Visitor (seconds)
- Bounce Rate
- Average Time on Site
- Download Link Instances

SEGMENTS

- PACT

Drag and drop
the dimension
into the table.

The metric 'Occurrences'
populates automatically if
there are no other metrics
in the table.



5. Add a metric to the table

New Project *There are unsaved changes* Project Edit Insert Components Share Help Cru Global Report Suite

+ New Actions

Search Components

DIMENSIONS

- Language
- Server
- Page/Screen Name
- Countries
- Referrer Type

METRICS

- Unique Visitors
- Time Spent per Visitor (seconds)
- Bounce Rate
- Average Time on Site
- Download Link Instances

SEGMENTS

- PACT

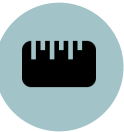
Select a metric.

Countries
Page: 1 / 5 > Rows: 50 1-50 of 219

	Occurrences
1. United States	645,413 50.0%
2. Nigeria	162,176 12.6%
3. Canada	22,489 1.7%
4. China	21,805 1.7%
5. India	21,358 1.7%
6. Kenya	18,479 1.4%
7. Pakistan	17,849 1.4%
8. United Kingdom	17,415 1.3%
9. Philippines	17,358 1.3%
10. Ethiopia	16,116 1.2%

This month
Jun 1 2018 - Jun 30 2018

For an example,
let's select the
metric 'Unique
Visitors'.



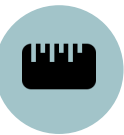
5. Add a metric to the table

The screenshot shows the Adobe Analytics Freeform Table interface. On the left, there are two panels: 'DIMENSIONS' and 'METRICS'. The 'DIMENSIONS' panel lists Language, Server, Page/Screen Name, Countries, and Referrer Type. The 'METRICS' panel lists Unique Visitors, Time Spent per Visitor (seconds), Bounce Rate, Average Time on Site, and Download Link Instances. The main area displays a table with columns for Country, Date, and Unique Visitors. A red speech bubble points to the 'Unique Visitors' column header with the text: 'Drag and drop the metric into the table.'

Country	Date	Unique Visitors
1. United States	Jun 1	134,801 36.9%
2. Nigeria		65,169 17.9%
3. Pakistan		10,213 2.8%
4. India		9,878 2.7%
5. Kenya		8,803 2.4%
6. Canada		7,997 2.1%
7. United Kingdom		7,634 2.1%
8. Philippines		6,674 1.8%
9. Ethiopia		5,185 1.7%

When you drop a metric into the table you can

- 1) add it to the left or right of the current metric or
- 2) replace the current metric.

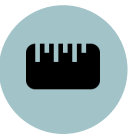


5. Add a metric to the table

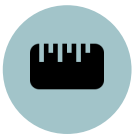
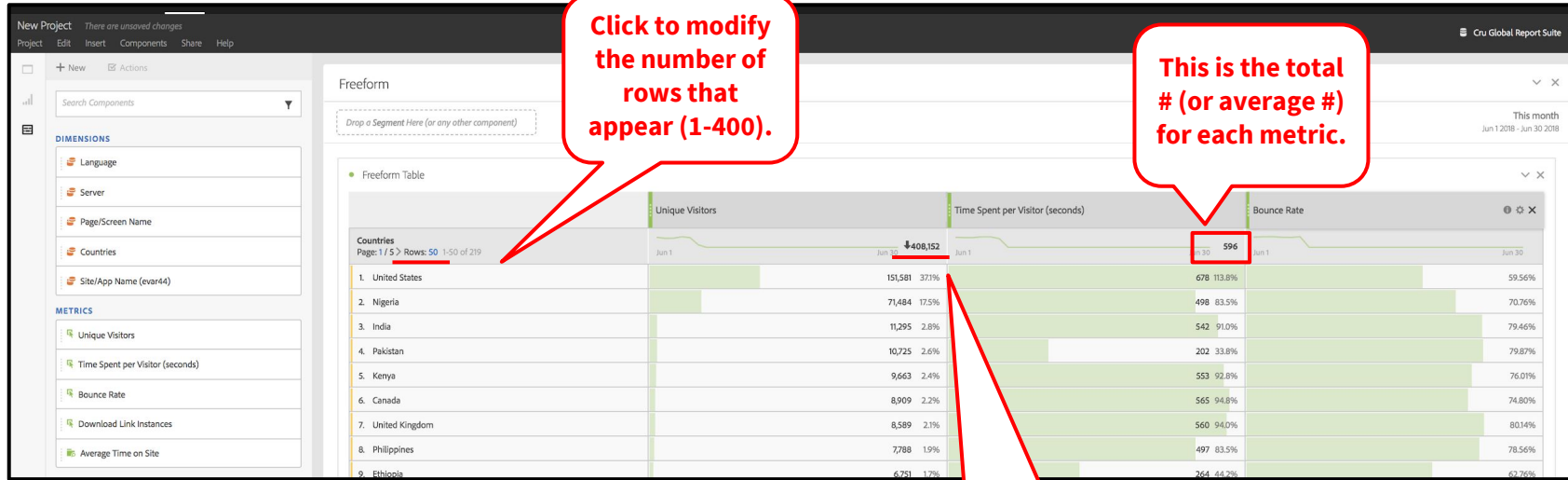
You can drag & drop multiple metrics into the table by dropping them side by side.

The screenshot displays the Cru Global Report Suite interface. On the left, there is a sidebar with a search bar and two sections: DIMENSIONS and METRICS. The DIMENSIONS section includes Language, Server, Page/Screen Name, Countries, and Site/App Name (evan44). The METRICS section includes Unique Visitors, Time Spent per Visitor (seconds), Bounce Rate, Download Link Instances, and Average Time on Site. The main area is titled 'Freeform' and contains a 'Freeform Table'. The table has three columns: Unique Visitors, Time Spent per Visitor (seconds), and Bounce Rate. Each column has a header row with a date range (Jun 1 to Jun 30) and a total value. The table lists 9 countries with their respective values and percentages. A red callout bubble points to the table with the text: 'You can drag & drop multiple metrics into the table by dropping them side by side.'

	Unique Visitors	Time Spent per Visitor (seconds)	Bounce Rate
Countries	408,152	596	
Page: 1 / 5 > Rows: 50 1-50 of 219			
1. United States	151,581 37.1%	678 113.8%	59.56%
2. Nigeria	71,484 17.5%	498 83.5%	70.76%
3. India	11,295 2.8%	542 91.0%	79.46%
4. Pakistan	10,725 2.6%	202 33.8%	79.87%
5. Kenya	9,663 2.4%	553 92.8%	76.01%
6. Canada	8,909 2.2%	565 94.8%	74.80%
7. United Kingdom	8,589 2.1%	560 94.0%	80.14%
8. Philippines	7,788 1.9%	497 83.5%	78.56%
9. Ethiopia	6,751 1.7%	264 44.2%	67.76%

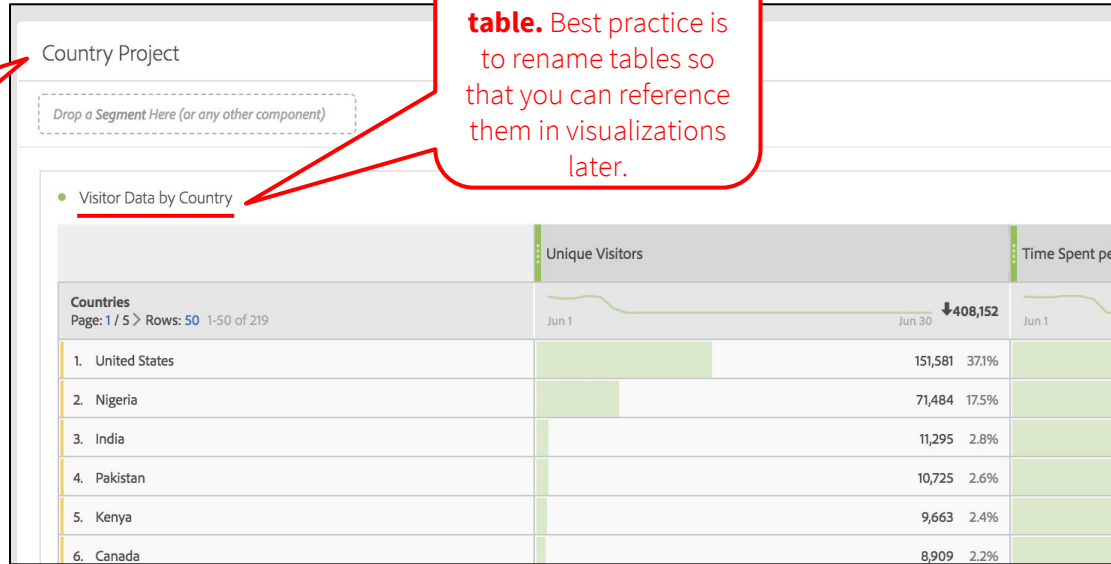


5. Add a metric to the table

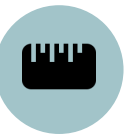


5. Add a metric to the table

This is the title of the panel. Simply type over existing text to rename a panel.



This is the title of the table. Best practice is to rename tables so that you can reference them in visualizations later.



6. Add a visualization

Select the visualization icon to view visualizations.

Some common visualizations are Bar, Donut & Line graphs. You can also add additional Text to a project here.

The screenshot shows the Tableau 'New Project' interface. The left sidebar contains a list of visualization types, with 'Bar' highlighted. The main area shows a 'Country Project' with a table of 'Visitor Data by Country'.

Country Project

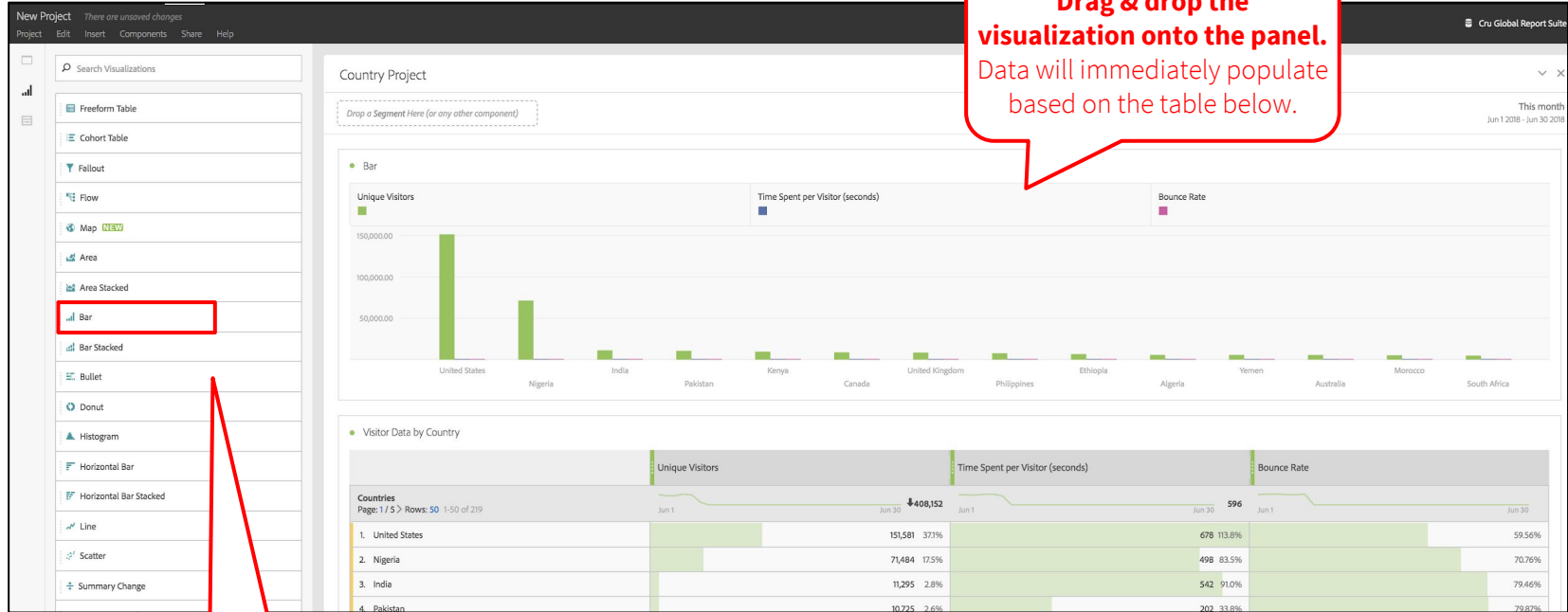
Drop a Segment Here (or any other component)

Visitor Data by Country

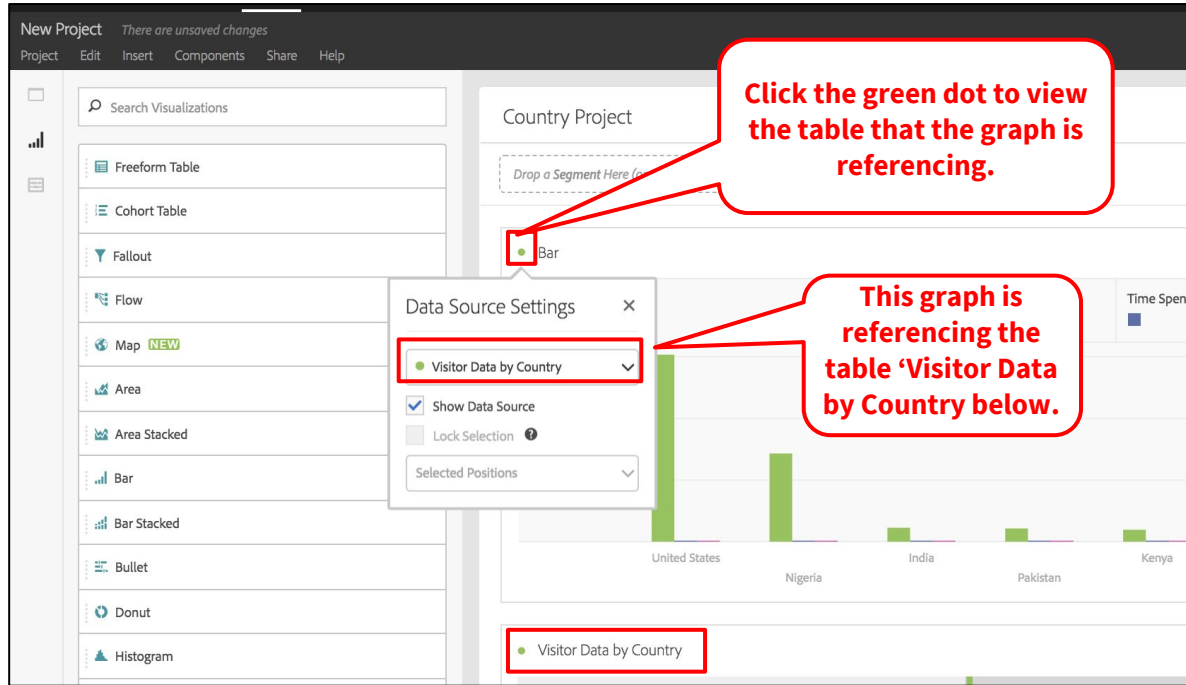
Countries	Unique Visitors
1. United States	
2. Nigeria	
3. India	
4. Pakistan	
5. Kenya	
6. Canada	
7. United Kingdom	
8. Philippines	
9. Ethiopia	
10. Algeria	
11. Yemen	
12. Australia	
13. Morocco	
14. South Africa	
15. Uganda	
16. Egypt	
17. Ghana	
18. France	
19. Zambia	
20. Iraq	



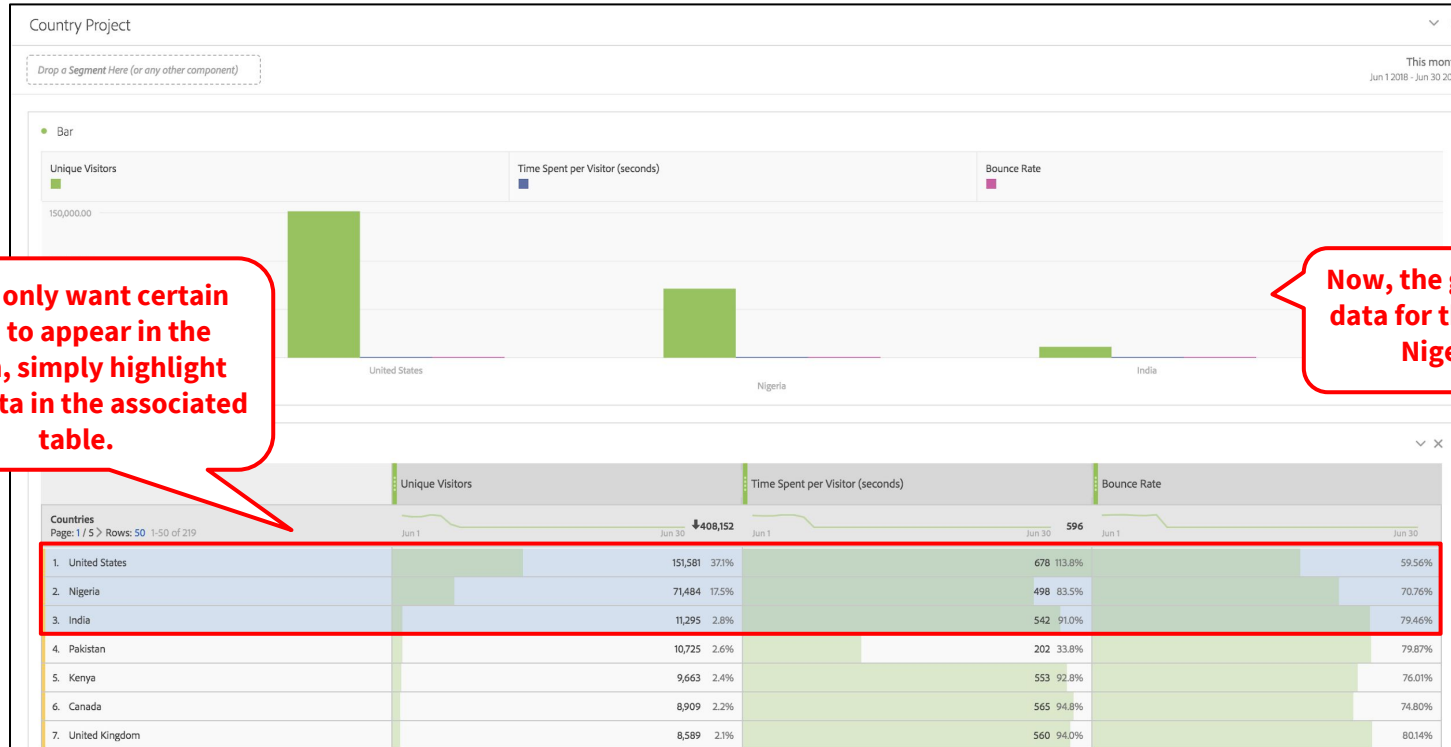
6. Add a visualization



6. Add a visualization



6. Add a visualization

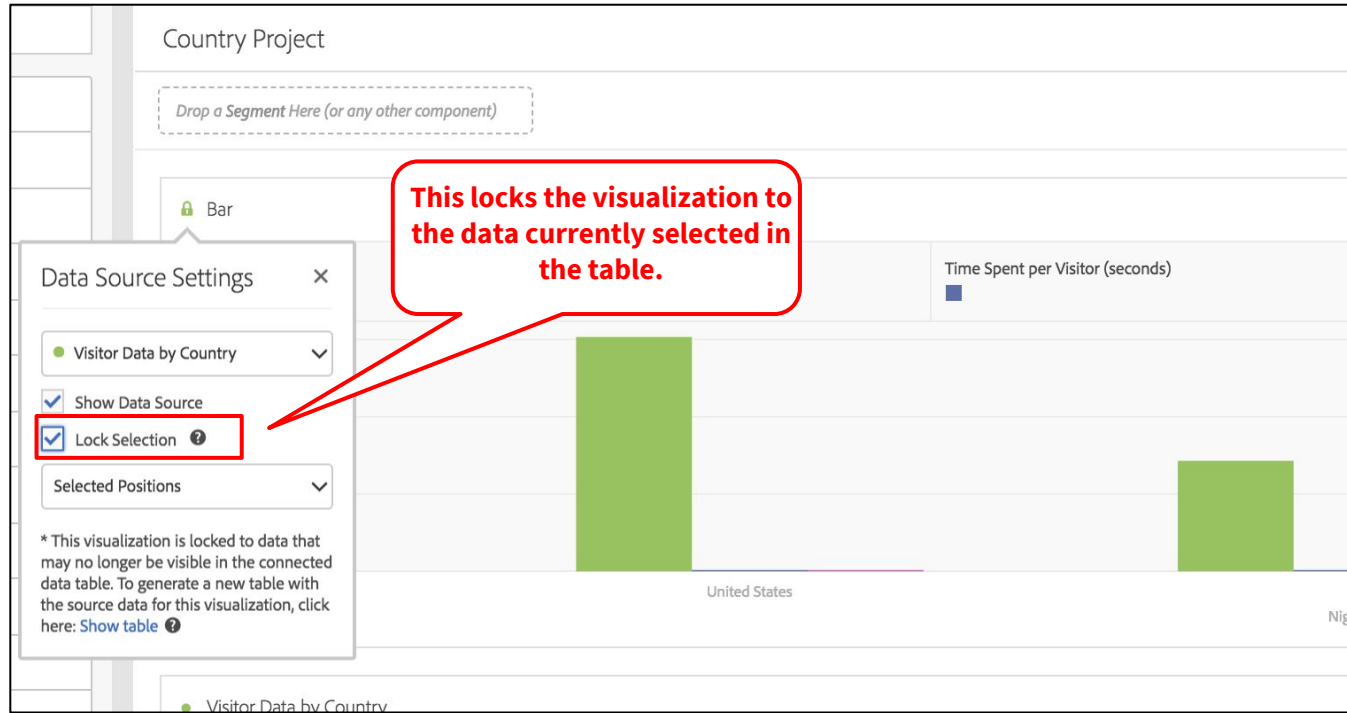


If you only want certain data to appear in the graph, simply highlight that data in the associated table.

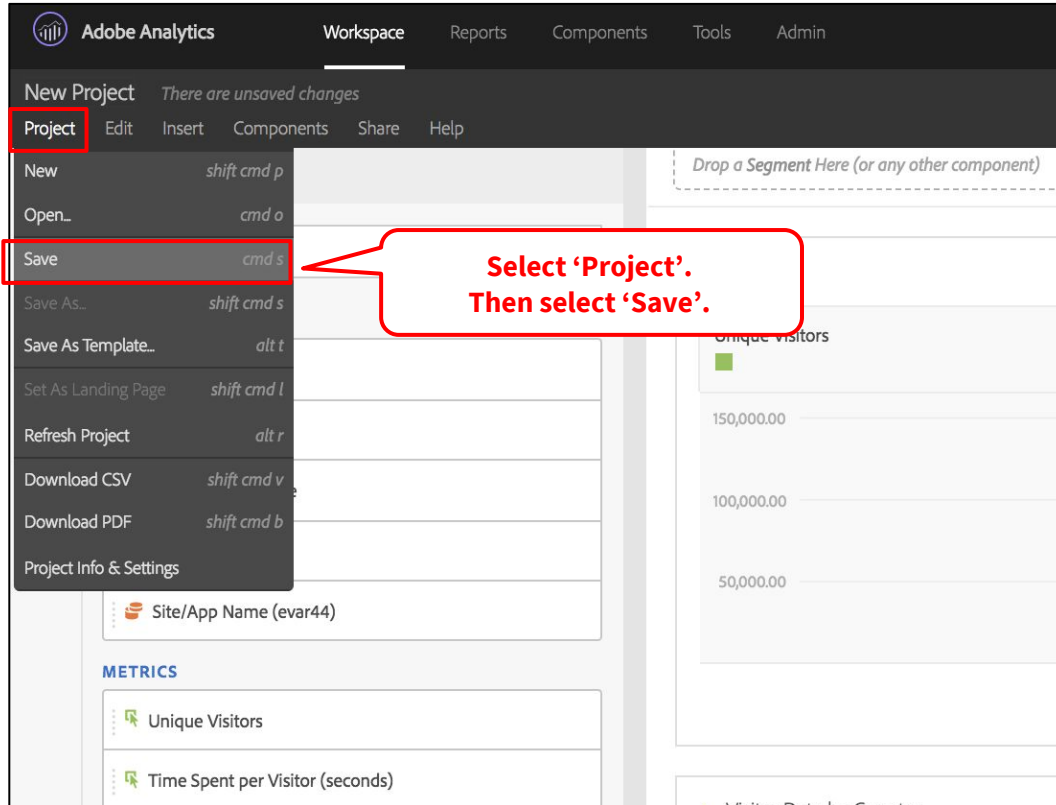
Now, the graph only shows data for the United States, Nigeria & India.



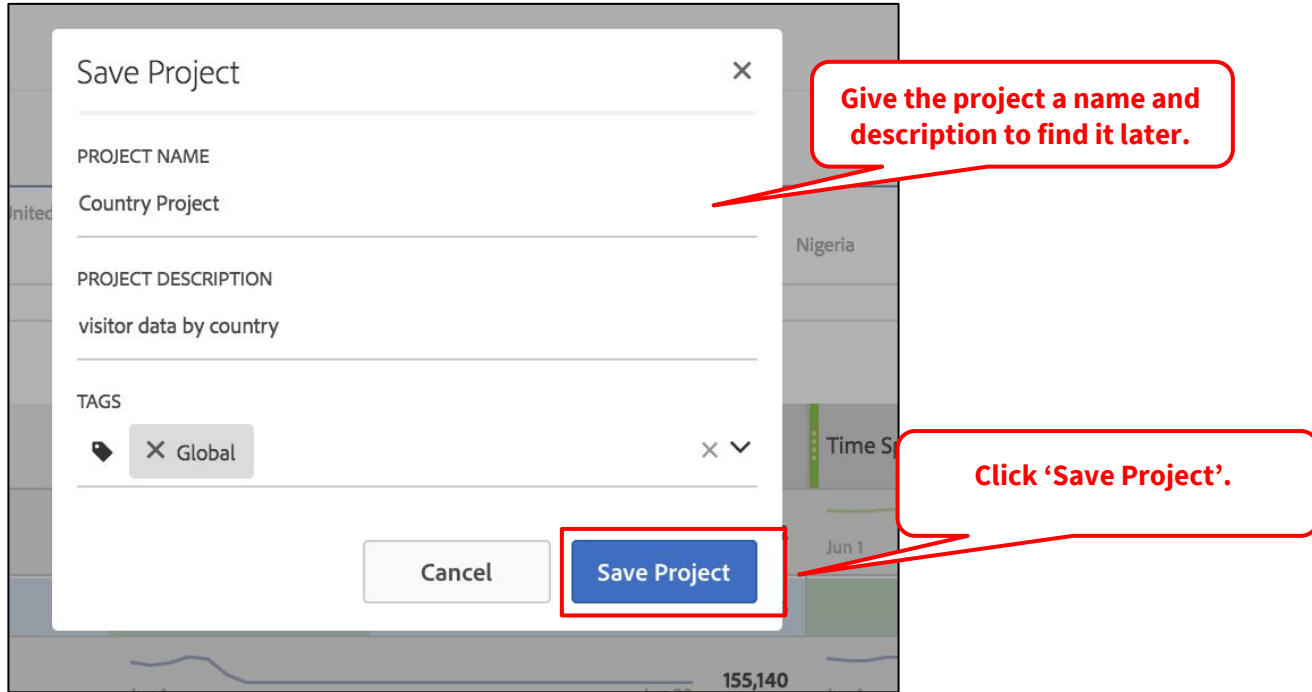
6. Add a visualization



7. Save the project



7. Save the project



The screenshot shows a 'Save Project' dialog box with the following fields and controls:

- PROJECT NAME:** Country Project
- PROJECT DESCRIPTION:** visitor data by country
- TAGS:** Global (selected)
- Buttons:** Cancel and Save Project

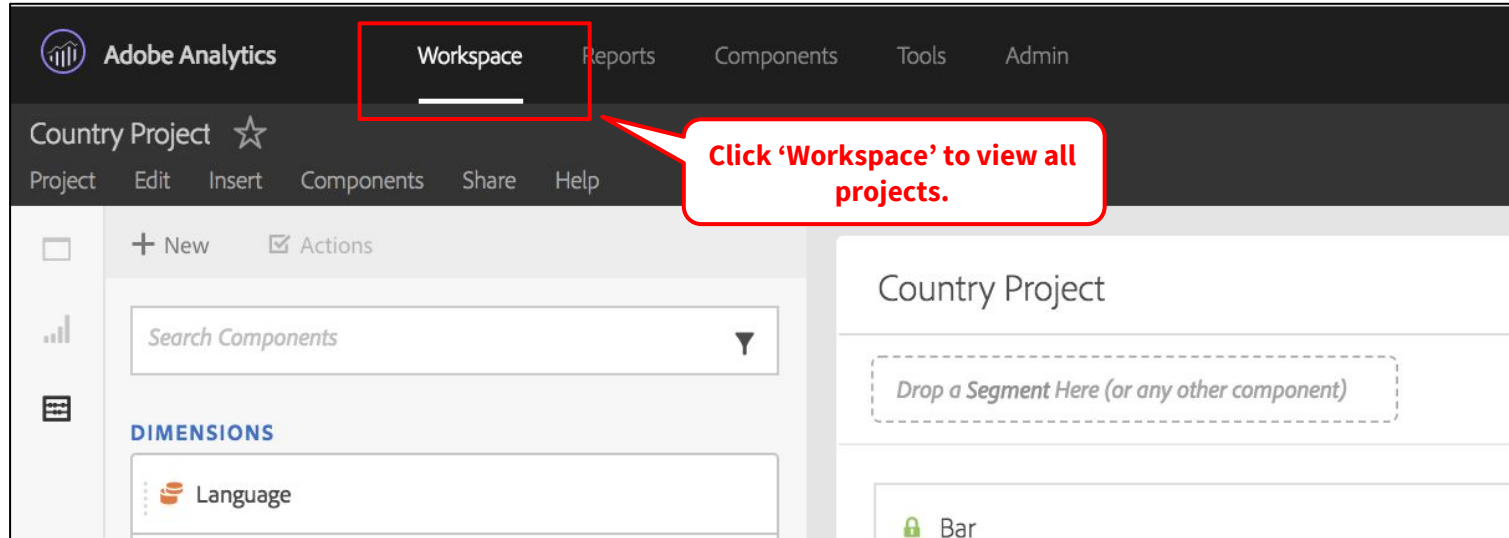
Two red callout boxes provide instructions:

- Give the project a name and description to find it later.** (Points to the Project Name and Project Description fields)
- Click 'Save Project'.** (Points to the Save Project button)

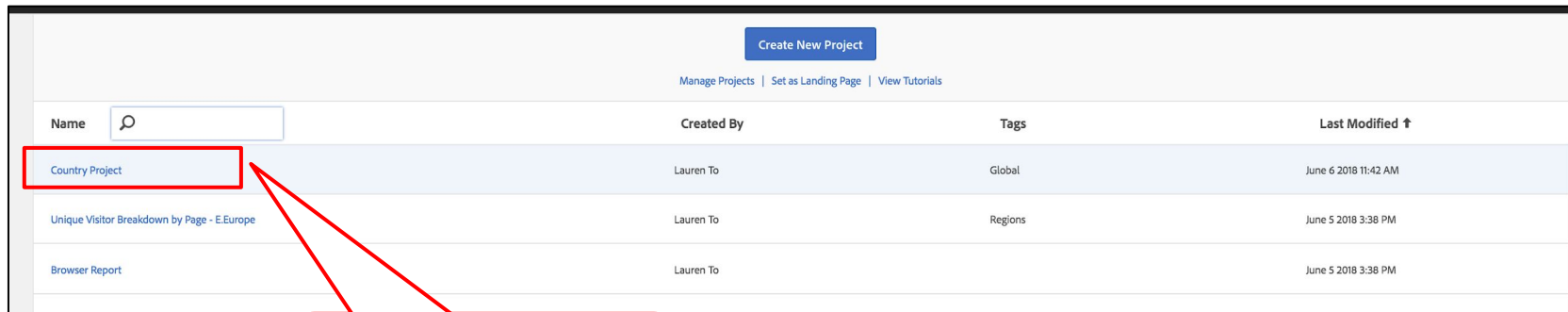
The background shows a map of Nigeria and a timeline with a date 'Jun 1' and a value '155,140'.



7. Save the project



7. Save the project



Interface showing a table of projects. The table has columns: Name, Created By, Tags, and Last Modified. The first row is highlighted and labeled 'Country Project'.

Name	Created By	Tags	Last Modified ↑
Country Project	Lauren To	Global	June 6 2018 11:42 AM
Unique Visitor Breakdown by Page - E.Europe	Lauren To	Regions	June 5 2018 3:38 PM
Browser Report	Lauren To		June 5 2018 3:38 PM

Voila! Here is our project.

Return to Workspace to edit or share the project with others at any time.



4. How to **break down data** in Workspace



4. How to create **breakdowns** in Workspace

You can breakdown data by any dimension.

To access dimensions, click the 'Components' icon.

For an example, let's select the dimension, **Server**.

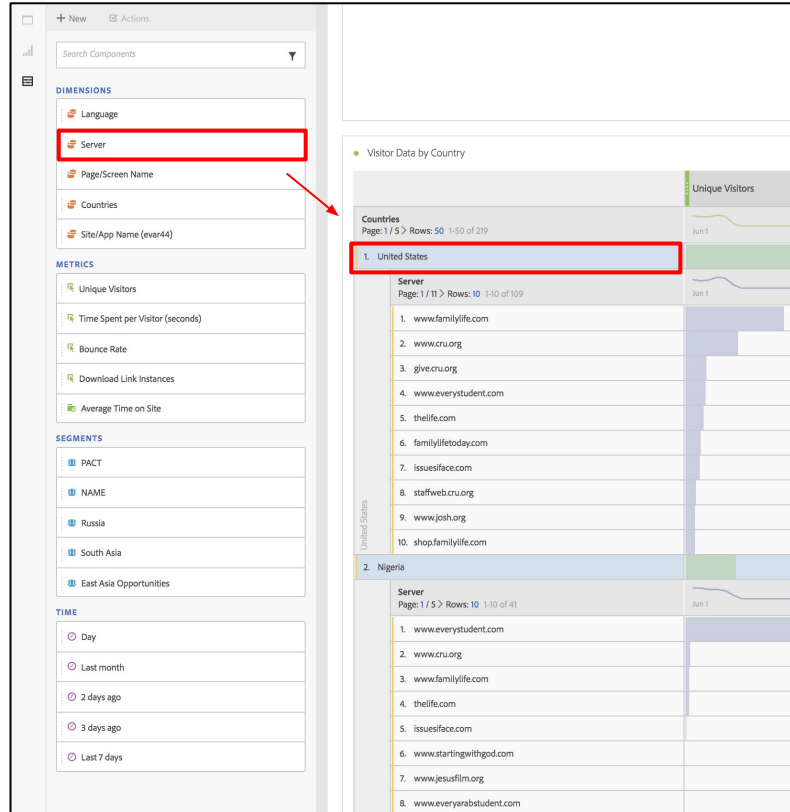
Breakdowns allow you to break down Analytics variables into more specific data. Breakdowns help you answer specific questions about your site or app.

The screenshot shows the Google Analytics Workspace interface. At the top, there's a menu bar with 'Project', 'Edit', 'Insert', 'Components', 'Share', and 'Help'. Below the menu, there's a '+ New' button and an 'Actions' button. A search bar labeled 'Search Components' is present. The 'Components' panel is open, showing a list of dimensions under the heading 'DIMENSIONS'. The 'Server' dimension is highlighted with a red box. Below the dimensions, there's a 'METRICS' section with a list of metrics: 'Unique Visitors', 'Time Spent per Visitor (seconds)', 'Bounce Rate', and 'Download Link Instances'. On the right side of the interface, there's a summary card showing '50,000.00' and a chart titled 'Visitor Data by Country'. Below the chart, there's a table showing the top countries by visitor count.

Countries
1. United States
2. Nigeria
3. India
4. Pakistan
5. Kenya
6. Canada



4. How to create **breakdowns** in Workspace



Drag the dimension & drop into the table.

Dropping 'Server' over the 'United States' breaks down United States traffic by Server.

If you were to drop the 'Server' dimension over 'Countries', the Countries dimension would be replaced.



4. How to create **breakdowns** in Workspace

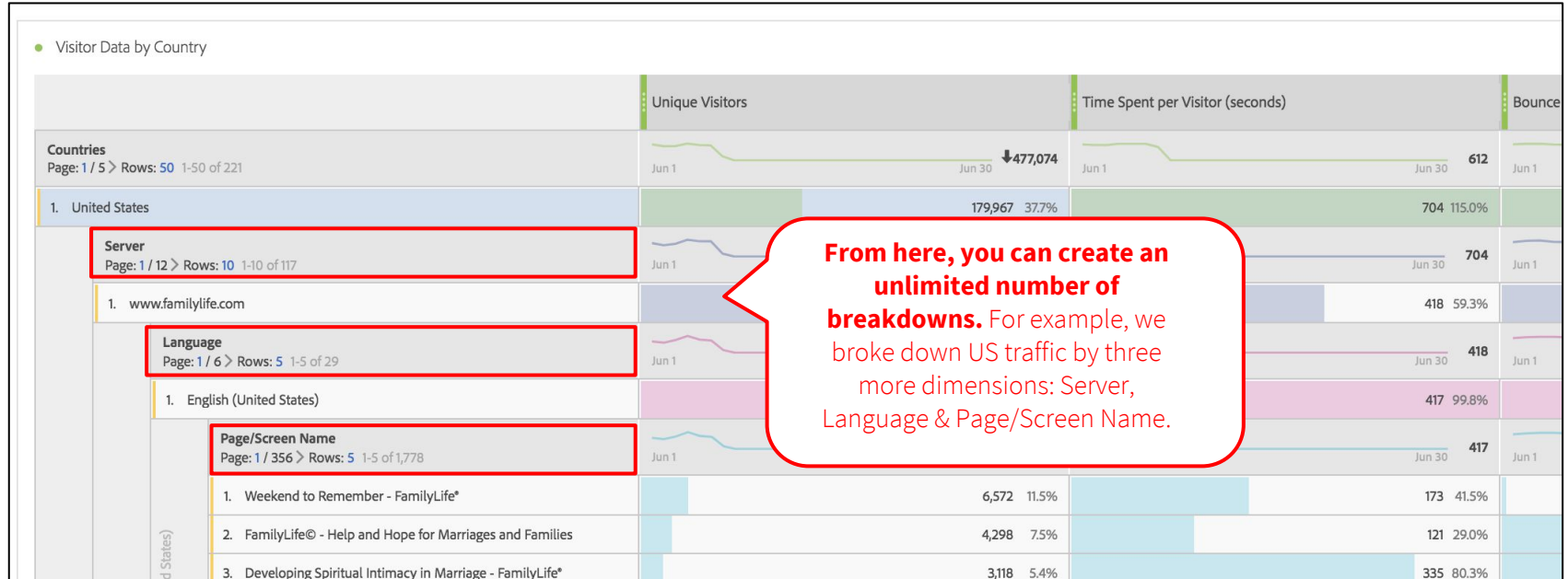
Visitor Data by Country

		Unique Visitor
Countries		
Page: 1 / 5 > Rows: 50 1-50 of 219		Jun 1
1. United States		
United States	Server	Jun 1
	Page: 1 / 11 > Rows: 10 1-10 of 109	
	1. www.familylife.com	
	2. www.cru.org	
	3. give.cru.org	
	4. www.everystudent.com	
	5. thelife.com	
	6. familylifetoday.com	
	7. issuesiface.com	
	8. staffweb.cru.org	
	9. www.josh.org	
	10. shop.familylife.com	
2. Nigeria		
Server		Jun 1
Page: 1 / 5 > Rows: 10 1-10 of 41		

To remove any dimension or metric from the table, simply click the 'x' located to the right of each row.



4. How to create **breakdowns** in Workspace



5. How to **share a project**



5. How to **share a project**

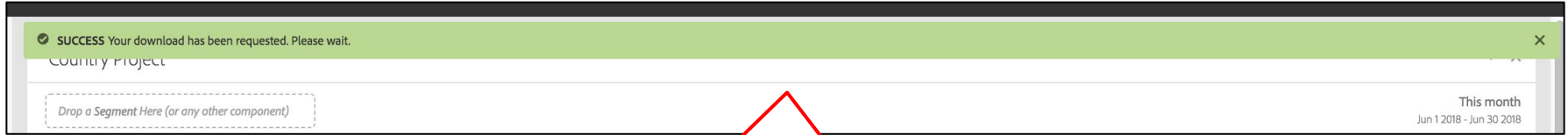
The screenshot shows the Adobe Analytics interface for a project named 'Country Project'. The 'Project' menu is open, displaying various options. The 'Download PDF' option is highlighted with a red box. Two red callout boxes provide instructions:

- If a user is NOT in Adobe Analytics, you can share projects via PDF.**
- First select 'Project'. Then select 'Download PDF'.**

The background shows a dashboard with a bar chart titled 'Unique Visitors' and a table with columns for 'Area Stacked', 'Bar', 'Bar Stacked', and 'Bullet'.



5. How to **share a project**

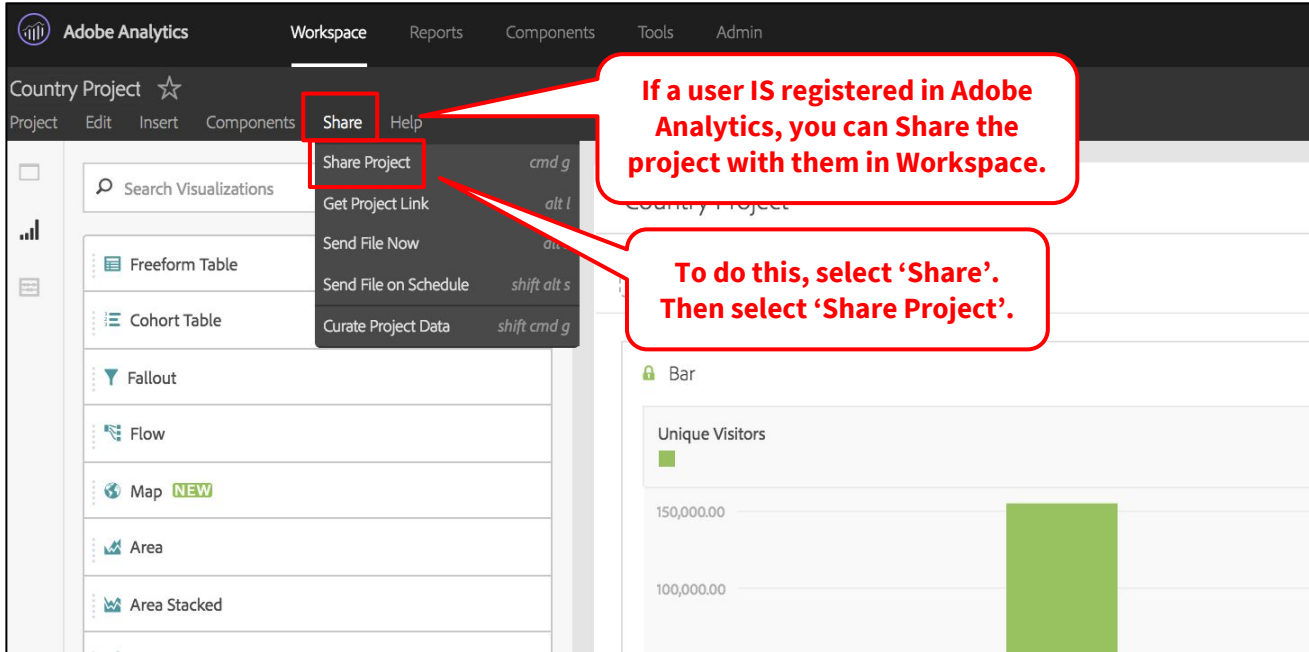


Your download will be requested.

It usually takes a few minutes for the download link to appear.



5. How to **share a project**



The screenshot shows the Adobe Analytics Workspace interface. The top navigation bar includes 'Adobe Analytics', 'Workspace', 'Reports', 'Components', 'Tools', and 'Admin'. Below this, the 'Country Project' is selected. The 'Share' menu is open, showing options: 'Share Project', 'Get Project Link', 'Send File Now', 'Send File on Schedule', and 'Curate Project Data'. Two red callout boxes provide instructions: one points to the 'Share' button and the other points to the 'Share Project' option in the dropdown menu.

If a user IS registered in Adobe Analytics, you can Share the project with them in Workspace.

To do this, select 'Share'. Then select 'Share Project'.

The main workspace area displays a search bar for visualizations and a list of visualization types: Freeform Table, Cohort Table, Fallout, Flow, Map (NEW), Area, and Area Stacked. On the right, a bar chart titled 'Unique Visitors' is shown, with a y-axis ranging from 100,000.00 to 150,000.00. A single green bar is visible, representing the data for the selected project.



5. How to **share a project**

Time Spent per Visitor (seconds)

Share Project

×

NAME

Country Project

DESCRIPTION

visitor data by country

TAGS

✕ Global

×

▼

RECIPIENTS

✕ Add Recipients

▼

OTHER OPTIONS ⓘ

☐ Automatically Share Embedded Components with Recipients

Cancel

Share

Check this box to share any segments or components in the project with recipients.

Add recipients. Recipients will only appear if they are a user in Adobe Analytics.

Click Share. The project will appear in that user's project list in Workspace. Best practice is to inform recipients as Adobe does NOT notify them.



Complete!

Questions?

dps-growthsolutions@cru.org

Next Module: Templates & Segments >>

